

# **Integrated Public Health Messaging**

## **Lessons Learned From Private Industry**

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# MISSION AND VISION

## MISSION

- The mission of the Prevention and Health Promotion Administration is to protect, promote and improve the health and well-being of all Marylanders and their families through provision of public health leadership and through community-based public health efforts in partnership with local health departments, providers, community based organizations, and public and private sector agencies, giving special attention to at-risk and vulnerable populations.

## VISION

- The Prevention and Health Promotion Administration envisions a future in which all Marylanders and their families enjoy optimal health and well-being.

# Why Coordinate or Integrate?

- Multitude of programs to prevent heart disease
  - Smoking Cessation
  - Hypertension
  - Diabetes
  - Obesity and lifestyle change
- Messaging at times conflicting (i.e. nutrition)
- Competing for consumers **time and attention**

# Strategic Integration

To fully exploit the value of a company:

- Leverage resources and competencies from different business units
- Direct those units toward opportunities that extend the overall corporate strategy

# Case Study



Elberse, Anita. "NBCUniversal." Harvard Business School Case 515-039, October 2014.



# NBC Universal Model

- Tangible commitment to Strategic Integration
- Build a culture of cooperation
- Prioritize Integration topics
  - Gold: 3 weeks cross-promotion, creative force of all units for “game-changing impact”
  - Silver: 2 weeks cross-promotion, some extra support for “significant impact”
  - Bronze: 1 week cross-promotion, full company focus in “short bursts” of impact

# 2014 Priorities

- 2014 Winter Olympics in Sochi
- Wizarding World of Harry Potter, Diagon Alley (Orlando theme park)
- NBC Fall television line up
- Today (on NBC)
- Xfinity (“Fastest in-home Wifi” campaign)

# Competing Messaging

Branded integration strategy as Symphony

- With success, come clients
- 2013 NBC Universal accepted 1st external client:
  - Disney's Frozen grossed \$1.25 Billion
- Was that a good idea?



# Translating to Public Health

- Local and regional stakeholders engagement
- Build a culture of cooperation
- Increase awareness of initiatives
- Align interests and incentives
- Prioritize topics
- Develop strategies to integrate health messaging

# Integration Considerations

- Harmonizing content
- Timing of events
- Disseminating partner content
- Co-branding single event
- Branding multiple activities under one name (i.e. Million Hearts Initiative)

# Lunchtime Activity

- List priorities for regional health messaging, and strategies for integrated health messaging
- Discuss priorities and strategies with your table
- Discuss priorities and strategies with adjacent tables
- Table volunteers report proposed action items, “In the next 6 months we aim to...”

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